

41 Ethernet 575, Firewire 585, I/O debouncer 590, direct memory map, serial, PCI 580 or parallel. Netplex is a proprietary IGT standard while the others are open standards. For example, USB is a standard serial communication methodology used in the personal computer industry. USB Communication protocol standards are determined by the USB-IF, Portland, Oregon. –

IN THE CLAIMS:

Please enter the amendments set forth below. A “marked-up” version of all amended claims has been included in Appendix A (“Version With Markings to Show Changes Made”) below. A clean version of all pending claims has been included as Appendix B (“Appendix of Pending Claims”), which may be treated as substitute pages for the claims in the present application.

1. (Amended) gaming machine comprising:
- a master gaming controller that is designed or configured to control one or more games played on the gaming machine and to request preference account information from a remote server;
 - a memory that is designed or configured to store gaming software that allows the master gaming controller to request one or more different portions of the preference account information from the remote server,
 - wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games, preferred service options and preferred progressive games; and
 - a user interface configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the relative attributes of the available preferences.
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3. (Amended) The gaming machine of claim 1, wherein the loyalty point account information comprises at least one or more records that include an amount of loyalty points rewarded during a particular event.

4. (Amended) The gaming machine of claim 3, wherein the particular event is selected from the group consisting of a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase and a game play.

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15. (Amended) The gaming machine of claim 1, wherein the input device is selected from the group consisting of a video touch screen, a button panel, a track ball, a mouse, a microphone, a touch pad, a card reader, a joy stick, a wireless interface, and a key pad

16. (Cancelled)

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30. (Amended) In a gaming machine, a method of customizing a game play according to one or more player preferences, the method comprising:

selecting a preference account;

receiving preference account information;

reconfiguring the gaming machine using said preference account information;

displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences; and

executing a game play on the reconfigured gaming machine;

wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games and preferred progressive games.

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31. (Amended) The method of claim 30, wherein the loyalty point account information comprises at least one or more records including an amount of loyalty points rewarded during a particular event.

32. (Amended) The method of claim 31, wherein the particular event is a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase or a game play.

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44. (Amended) The method of claim 30, further comprising:
sending preference account information to an external storage unit wherein said external storage unit is selected from the group consisting of a smart card, a magnetic striped-card, a paper print-out, a remote server and a personal digital assistant.

45. (Cancelled)

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55. (Amended) A method of creating or modifying a player preference account for a gaming machine, the method comprising:

identifying a player desiring to create or modify said player preference account from a computing device used by said player;

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presenting an user interface on said computing device comprising a plurality of preference account options, wherein said user interface is configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences;

receiving user inputs specifying one or more of said player preference account options;
and

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creating or modifying the player preference account based on the received user inputs.

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60. (New) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes a simulated game generated using one or more preference selections.

61. (New) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes an account summary.

62. (New) The gaming machine of claim 61, wherein the account summary includes points awarded for an activity.

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63. (New) The gaming machine of claim 61, wherein the account summary includes one or more fields chosen from the group consisting of a date, a location, an activity, and points awarded for an activity.

64. (New) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes award level categories.

65. (New) The gaming machine of claim 64, wherein each award level category includes one or more prizes that are redeemable at an award level corresponding to the award level category.

66. (New) The gaming machine of claim 65, wherein the user interface further comprises an information display area for displaying addition information for each of the prizes.